## MILLER AND SMITH START RACE TO-DAY

Democrat Promises Campaign of Old Time Whirl-

REGISTER ALL

Voters to Be Brought Out by Republicans and Tam-

Jumping into the race at top speed Nathan L. Miller and Alfred E. Smith gallstones and last evening her condition are off to-day in the great contest for the Governorship.

Smith dismissed politics for the day. the Governorship.

paign train from Albany at 3 o'clock this afternoon. Every day hereafter he will be on the stump. Mr. Smith the will go to the Commodere to-day for the opening of his headquarters to-day in the Biltmore. To-morrow night he will mount the stump in Yonkers, follow with two days here and then start up State after the Governor and tour Mr. Miller will depart on his cam-

to show their ability to read fifty words in English and to write ten words legibly before qualifying to yote, and the "new voter" is one who has through naturalization or by attaining his majority, become eligible this year.

At each of the polling places there will be 100 extracts from the State constitution, selected by the Secretary of State, and printed in English. The new yoter, if required to prove his ability to read and write, will draw one of the slips and read aloud the words printed thereon. The new voter may present to the board of inspectors a certificate of literacy, signed by the principal or other head of a public school, stating the applicant has been examined.

Dr. Copeland will speak at the following places: October 10, Norwich: October 11, Delhi: October 12, Brooklyn: October 14, Haverstraw, October 15, Suffers; October 16, Plattsburgh: October 17, Malone-Ogdensburgh: October 18, Saratoga Springs: October 19, Syracuse: October 20, Rochester: October 23, Endray, Suffers; October 25, Elmira: October 26, Olean; October 27, Jamestown: October 28, Buffalo: October 29, Sunday), New York city: October 30, Long Island; October 31 and November 1, 2, 3, 4, New York city.

stating the applicant has been examined.

Miller in Utica To-night.

Every man in the two organizations from the head of the ticket down to the district worker will have his work assigned beginning to-day. There will be no cessation until election day.

Gov. Miller has made four important speeches and is well ahead of his opponent, but will start his real campaignt, but will start his real campaignt to the Republican State committee, and F. Trubee Davison, candidate for relection to the Assembly. Mr. Perkins an increase in his effort to make that up-State plurality big enough to overcome the expected Smith plurality in New York city.

Even in the three days he has been speaking the Governor has shown that

Stump Every Day From
Now On.

Hunt for Weak spot.

The Governor is convinced, as is every one associated with him, that he has given the State the best administration in its history. He is going out to pound home that fact. The Governor is known to the voters now and he is admired from one end of the State to the other, even by those who do not enthuse over

at Dr. Skenes's Hospital in Presiden-street, Brooklyn, where his sister, Mrs. John Glynn, is ill. She underwent an operation on Friday for the removal of

### Itineraries Are Fixed.

Literacy Test in Use.

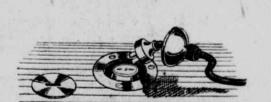
Literacy Test in Use.

Tammany and the Republican organization will work harder than ever to get a big enrollment. In cities and villages of 5,000 population or more regisstration days are October 13, 14, 20 and 21. In communities fewer than 5,000 population, where personal registration is not required, the registration days are October 14 and 21.

With both organizations making an unprecedented move to get a big turnout of their party members, the enrollment should equal that of 1921, when there was a Mayoralty election. The figure that year was 1,255,518. The enrollment in this city in 1920 for the Presidential year was 1,373,873.

The literacy test, which went into effect on January 1, will be applied for the first time this year. It is expected to bring some confusion and trouble. Under this law, new voters are required to show their ability to read fifty words in English and to write ten words legibly before qualifying to yote, and the "new voter" is one who has through naturalization or by attaining his majority, become eligible this year.

At each of the polling places there



### Electrify the Home!

THE floor outlet is especially desirable in the dining room. It may be placed beneath the dining room table for connection to electric cooking appliances, or to the table itself. if it is wired. An electrical supply, a independent of the lighting service above the dining table, precludes sacrifice of lights and the detraction from dangling appliance cords.

Our special home wiring plan will interest every non-user of electric service. Your electrical contractor or any of our representatives, will gladly explain it to you in detail. Telephone Stuyverant 4980.

### The United Electric Light & Power Company

130 East 15th Street

146th Street and Broadway

### he is quite a different campaigner than he was two years ago. Then he was new in that kind of politics. This campaign finds him trained, with a record on ON COPELAND HOME SI ON COPELAND HOME SITE

Senatorial Nominee Insists on Industrial Strike Remedy in First Speech Delivered at Suffern-Backs Arbitration Plan.

William M. Calder, United States Senator, picked Suffern, N. Y., the summer home of his opponent, Dr. Royal S. Copeland, Democratic nominee for Senator, "The most serious question in recent months be a serious described by the control of the most serious question in recent months be a serious question in recent

OLD FASHIONED

OLD FA

people must have at all times the things prent on his investment, and that the they need in every day life. I am consider that with the spirit on the part of all concerned to get together and develop a system which will bring about fair day's wage for his labor."

### Mr. 15,000 BOYS AND GIRLS TO MARCH THIS MORNING

with two days here and then start up State after the Governor and tour very county.

Mr. Miller is slightly in the lead of his opponent in getting started, but Mr. Smith declared yesterday that, free of the gout and rheumatism and ready for the fray, he would make a whirlw, campaign of the old fash-ionedwariety.

While the leading candidates are starting the real fight every organization, the leader and party worker in New York will begin getting out the careless and indifferent voters for registration. The registration of voters will begin in this city to-day and continue all this week.

Literacy Test in Use.

Test in Covernor Smith at Yonkers to both and a committee and the parties of Covernor in John Hard to committee and one of the feature of Children's Day in Safety Week.

The safe and now of the campaign of the state convention, announced the feature of Children's Day in Safety Week.

The safe and now of the committee and one of the purchase of Governor: John Haynes House and The Bronx. Socialists will start the fight.

The agitation was begun yesterday to campaign now to easy the fight.

The agitation was begun yesterday to convert the feature of Children's Day in State Converted to compromise in the State convention, announced the possible of Children's Day in State Children's Apple of Covernor and United States Senator and Scheenets of Lieutenian and Scheenets of Cooker 14, Gardiner and Scheenets of Cooker 14, Gardiner and Scheenets of Cooker 14, Gardiner and Scheenets of Cooker 15, Cooker 16, Cooker 16, Cooker 17, Cooker 18, Cooker 18, Cooker 19, Cooker

RADICALS OPEN CAMPAIGN.

## **URGE HIRING DAWES** TO CUT CITY BILLS

Alderman Harvey Appeals to Mayor to Thwart Bankruptey Peril.

FEARS POLITICS TAINT

Official Says Budget Director Even Might Be Borrowed From Army.

bankruptcy, George U. Harvey, Alderman of the Fifty-eighth district, sugcharacter and standing, as a budget director to cut down municipal expenses

"Failing to get Dawes, the city could

Three Parties Center Their Fight on Bronx.

Morris Hiliquit, secretary of the Socialist party, to-day will open the State campaign of the Socialist party, to-day will open the State campaign of the Socialist, Farmer-Labor and American League parties. Edward F. Cassidy, nominee of the parties for Governor: Johns Haynes Holmes and The Bronx Socialists will start the fight.

In The Bronx, the radicals are making a hard campaign to elect Salvatore Nifto and Philip Umstadter to the House of Representatives from the Twenty-third and Twenty-fourth districts.

CALLS ABDICATION FINAL.

# BATTEN



## "Yes, I've heard of him"

A MAN's name is mentioned and you say, "Yes, I've heard of him."

Later on you are introduced, and the next time he is mentioned you remark, "I've met him."

After a bit, you are able to say, "I know him." You'll find he wears well and before long you say, "He's a friend of mine."

Many times you have gone through those stages that lead into friendship with people. And many times you have unconsciously gone through the same stages with inanimate objects.

The name of some article is mentioned and because you have seen it advertised you realize that you have "heard of it" somewhere. Then you try it, grow familiar with it, and soon its use becomes a fixed habit.

It is human nature to prefer the known to the unknown. To damn a thing, all you have to say is "I never heard of it!"

Some of us react quicker than others, but nearly all the reading millions of America are profoundly influenced in their buying habits by

If you make good goods you can build trust in them by making them known. You can mould Public Opinion to a favorable view of your brand by advertising it well enough and long enough.

ONCE a month, or more frequently, we issue a publication called Batten's Wedge. Each issue is devoted to a single editorial on some phase of business. If you are a business executive and would like to receive copies, write us.

### George Batten Company, Inc. Advertising

381 Fourth Avenue New York

Moulding favorable public opinion for articles or services that deserve it

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## Saks & Company

At 34th Street

ANNOUNCE TO BEGIN TODAY THE SEASON'S MOST EXTRAORDINARY

Sale of Women's

## Smart Wraps, Capes and Coats

Made to sell at 125.00 to 135.00

at 89.50

Of lustrous deep-pile fabrics that have taken on a semblance to silks in their softness and sheen. Coats fashioned in artfully draped or straight lines-Capes that place their dependence on an expertly devised shoulder line-Wraps that drape themselves closely to the newest of the mode in every line.

With luxurious collars and cuffs of fur, or combining cloth and fur in a rarely distinctive manner, they appear as entirely worthy of their regular selling value. Trimmings of braid or stitching are tactfully placed to reveal the essential Frenchness of these garments.

All are exquisitely lined with satin striped or plain crepe de Chine or satin. In every wanted Autumn shade.

Without question, the most remarkable value in women's very fine coats we expect to be able to offer this scason

Fourth Floor

TODAY ON THE SECOND FLOOR A MOST WORTH-WHILE

Sale of Misses'

## Fur Collared Top Coats

-of the finest sports materials obtainable and with deep enveloping fur collars-



37.50

Regularly 75.00

For Monday Only

59.50

Loose, roomy top coats with an air about them that lends a definite superiority to one's tailored outfit. They are expertly tailored down to the minutest

Some models are on admirable loose lines with deep collars of gray wolf. Others are belted and have genuine beaver fur collars. In fact, every top coat material is represented in its finest form -fleece, camel's hair cloth and novelty mixtures-all handsomely silk lined. Sizes 14 to 20 years.



## Misses' Smart Sports Coats of Novelty Materials

For Monday Only 37.50

An effective array of gay and sober plaids, checks, herringbone mixtures, fleece, polaire cloth and plaid back coatings-of such splendid materials and in so many colorings that choosing your garment will be a pleasurable event.

They hang loosely or are belted if you prefer. But they all carry roomy, well-tailored pockets and are handsomely silk lined. Sizes 14 to 20 years.